

Louisiana Seafood Promotion and Marketing Board Minutes
February 18, 2009
UNO Advanced Technology Center

Roll Call

Present – Bauer, Borges, Chauvin, Folse, Gerica, Gibson, Guilbeau, Guillory, Juban, Minvielle, Pearce, Rivere, Voisin, Williams

Absent – Schwab, Truelove

The chairman amended the agenda to add items under other business. Items added were discussion of shrimp meeting, NOAA grant, Oyster and other education days and member absences. **The amended agenda was approved by Gerica seconded by Guilbeau.**

Harlon introduce Mr. Guilbeau as a new member of the board. He explained Mr. Guilbeau filled the Nutritionist spot on the board that was once filled by John Besh.

Approval of minutes

A motion to approve the minutes was made by Gerica, seconded by Voisin.

Presentation/petitions

Ethics – Michael Dupre discussed the responsibility of a public servant. He explained that they are bound by restrictions contained in the laws of the board of ethics. He continues there are new ethics disclosure laws of Louisiana, our state didn't score high enough on ethics codes. There are broad base prohibition for public servants and their immediate family. **Immediate family is considered to be -** Spouse, children, mother and father in law, daughter and son in law, siblings and their spouses.

Prohibited sources are persons that have a substantial economic interest and you are not allowed to receive a thing of economic value from them. Cannot receive gifts from a vendor, lobbyist, someone representing for compensation, substantial economic interest. Exceptions – promotional items (no resale value) a piece of junk with a company logo. Food or drinks are not a thing of economic value but can't take a doggy back home with you, they cannot spend more than \$50, if they spend more than \$50 the public servant is not in violation but the prohibited source is. Public servants can receive complimentary admission to an event if civic, educational or non-profit or if they are a speaker or on a panel or are being honored. You may not receive compensation from a prohibited source

If someone files a complaint, the complaint must be investigated

Every public servant must file a new financial disclosure form with the ethics department by May 15, if refuse to file can be fined up to \$5,000.

The state ethics webstie is <http://Ethics.state.la.us>.

Whistleblower – reports violation of any law in statuary law

Questions please call Michael Dupre or Tracy Walker 225-219-5600, located in LaSalle Bldg

America's Wetlands

Todd Redusa and Amy Guy represented the America's Wetlands and discussed their upcoming events.

New event, storm warning

May 30th, concert at Port of New Orleans/Mardi Gras

Extended invitation to join

Boat parade May 31st, Larose and Morgan City

June 1st, insurability loss of culture summit

Kim replies this is a bad time because of Shrimp season

Todd explains the significance is that it's the beginning of hurricane season

Todd would like our endorsements and spread the message, distribute yard signs

Launched project on February 2nd

A motion to support the America's Wetlands was made by Mineville, seconded by Voisin. No opposition to the motion, motion carries.

Executive Director's Report

Ewell explains Culinary Concierge did a spread on Alligator

Louisiana Cookin' will be doing a seafood issue in August

Louisiana Cajun Invasion – feed the troops

Let the World be your Oyster/LA Alive - Tommy and Kim shared their experience on the event

Coming Up

LA cooking asked the seafood board to partner with them on doing a newsletter called Louisiana Menu for \$1,600

LA Seafood Cook-off grant, received 25k from CRT but this year we will receive 10k from CRT

GASCO – coming together, sending letter to Jim Funk before sending to the governor's office, July 18 – 19th

GASCO, LPB funded, picked up by PBS stations across the US

A motion to approve a contract for LPB for 35K was made by Folse, second Rivere, motion passed.

A motion to approve a contract for the PR 10-12 K was made by Voisin, Gerica seconded, motion carries.

A motion to approve a contract for Event Specialists for up to 49K to assist with the cook-off was made by Williams, Juban seconded, motion carries, substitute motion if the contract is more than 20k must be approved by the executive committee was made by Voisin, seconded Chauvin.

Boston Show, Ewell, Ashley and Harlon attending

Longest po-boy April 4

World oyster eating challenge will take place during the French Quarter festival.

This was discussed to find out what it all entailed. Andy and Kim wanted more specifics before voting on it. The discussion went further to say that after Ewell met with them that it would be up to "The Shrimp Group" to decide.

Harlon explains since the last meeting we had various discussions about legislation, Kim going to NFI, the SSA Money and the STPA money.

Mike Voisin educated the secretary about the creation of the board. New legislation was created to move the board from the Secretary's office to the office of fisheries. One change is suggested by Harlon on line 13 to change from oversee the functions to provide staff and support for the seafood promotion and marketing board.

Harlon explained the Washington, DC event was almost shut down by the secretary because of the perception to the media with the state budget cuts.

SSA funds in jeopardy

STPA funds in jeopardy and if not spent before June it will go back into the STPA, LSA might get their hands on it.

Conference with NFI/LSPMB

Kim will be attending the NFI future leaders conference.

A motion to accept ED report by Pete, Folsie seconded

5 minute bathroom break

Secretary/Treasurer Report

Ewell discussed the statutory dedication fund cash status. Motion to accept by Voisin, second by Rivere. No oppositions, motion carries.

Five year plan and discussion of board projects

Kim explains this was tabled at last meeting, suggest revisiting office project to determine where we are going. Harlon suggest setting up a committee to develop a 5 year plan, Rivere suggest it be sent to the education committee. Wynnette volunteer to do a 5 year projection on revenue funds.

Movement by private business to certify the Louisiana blue crab fishery as sustainable by the marine sustainability council - Gary explains that as a crab task force member, before the storm hit we were interested in becoming certified sustainable. Six month ago contacted small firm in Florida to do an assessment to become sustainable. Moved forward with this as a private business, but the state has to become certified. They expect you to have a trip ticket system that has been in place for a while. To move forward we need to give more data. Problems that are a concern is by catch, otters, corpus.

Harlon explains that it's only through the better data that we can get things through.

Invite appropriations and natural resource committee to Chauvin boat blessing

Speaker does not want to be associated with a party, if it's an education day they will move forward with it. Kim explains it's not a big party as others see it, it will definitely be an education event. Harlon explains classify as shrimp education day.

Revisit scale of office projects

A cost/benefit analysis was distributed.

Outreach to fisherman

Kim would like to see a page on the website for fisherman to sign on. Include in education days. Addition of the fisherman to the website, must meet criteria (vessel license, wholesale/retail license, commercial fisherman license). Three board members which were Craig, Kevin and Darrell that didn't agree that this should be done. They wanted the fishermen to have a DHH license. John Folse made a comment that this would be cutting the fishermen off at the knees. Pete and I let them know that DHH has no jurisdiction over the boats, but they insist that the boats should have these licenses. Pete further let the board know that the board has not helped the fishermen at all, only the processors and distributors are benefitting. Distributors and processors were automatically listed on the website, but fishermen who sell their product to the public were not.

Kim's idea to make sure that only fishers would be listed in the fisher's section is to have places to list licenses numbers to be checked out by the staff of the promotion board which would be the vessel license, wholesale/retail license and the commercial fishermen's license.

Kim mentioned recipe cards, 100.3 radio station, making an audio for the VHF, the video that LSU made to help consumers/store personnel know how to deal with seafood, e-newsletter and hard copy of the newsletter to be done for the industry to know what is going on with the promotion board.

A motion in construction of the new website that we put a new page on the site for the fisherman by Steve, second by Guillory. Motion carries.

Kevin made a motion that before this page is developed it is brought back in front of the board.

STPA funds that need to be spent

Kim explains this is the money that was dedicated to a grant writer, but cannot hire one at 49k.

Boston seafood show

Kim volunteers to serve product at the Boston seafood show.

Kevin would like to see concrete results at the show, a better way to qualify and distribute trade leads.

Darrel suggest having categories on the amount of pounds the person want.

Weekly or bi-weekly report on staff activities

Committees

Education

Kim discussed the education committee meeting that was held January 15.

Open line of communication to legislators to know that they can come to us, Economic impact on commercial fisherman and what we provide to the workforce. They've planned an education day calendar of event for every species.

Executive committee

The executive committee met since the last meeting, it was a very good meeting.

Other business

A motion that we send Don Schwab a letter relating to his absences was made by Kevin, seconded by Borges. Motion carries.

Discussion of shrimp certification program meeting discussed by Darrel Rivere.
Seafood board received a 250k grant to get certification program up and running, Ewell would like to move those funds to LSU to continue working on the certification program.

A motion to reprogram the remainder of the funds to send to LSU since they are taking the lead on this certification program moved by Minvielle, seconded by Juban.

The senate reached out to the farm bureau to do another oyster education day. It will be in Port Sulphur. The oyster task force will sponsor this.

Next meeting date - Tuesday, March 31st

Adjournment - Motion to adjourn by Kevin, seconded by Juban.